

displaying the retrieved second advertisement instead of the first advertisement.

3. (Original) The method of claim 2 wherein displaying the second advertisement instead of the first advertisement includes overlaying at least some of the second advertisement over the first advertisement.

4. (Original) The method of claim 1 wherein the information associated with the first advertisement is sent to the client terminal along with the television signal, and wherein swapping the first advertisement with the second advertisement if there is a match in the correlated information comprises tuning the client terminal from the first channel to another channel where the second advertisement is carried.

5. (Original) The method of claim 1 wherein aggregating the information related to the second advertisement includes receiving at least a portion of the information from a unit that processes the television signals.

6. (Previously presented) The method of claim 1 wherein aggregating the information related to the second advertisement includes receiving trigger information from a third-party entity.

7. (Canceled)

8. (Previously presented) The method of claim 1, further comprising opting in the client terminal to participate in the swapping of the first advertisement with the second advertisement by storing subscriber identification data for subscribers who specifically requested to receive substitute advertisement services.

9. (Original) The method of claim 1 wherein the swapping of the first advertisement with the second advertisement occurs at a broadcast center.

swap the first advertisement with the second advertisement if a subscriber has specifically requested to receive substitute advertisement services and if there is a match in the correlated information; and

replace operative link information associated with the first advertisement with link information associated with the second advertisement by presenting the link information associated with the first advertisement to the subscriber and redirecting the subscriber according to the link information associated with the second advertisement.

16. (Original) The article of manufacture of claim 15 wherein the instructions to swap the first advertisement with the second advertisement include instructions to tune to a channel where the second advertisement is carried.

17. (Original) The article of manufacture of claim 15 wherein the instructions to swap the first advertisement with the second advertisement include instructions to retrieve the second advertisement from a storage location.

18. (Canceled)

19. (Currently Amended) An apparatus, comprising:

an aggregator communicatively coupled to a broadcast center of an interactive television system, the aggregator capable of aggregating at least some information related to a substitute advertisement, the aggregator further capable of sending at least some of the aggregated information to cause a swap of the substitute advertisement in place of an original advertisement that is provided to the broadcast center if a subscriber has opted-in by specific request to receive substitute advertisement services, wherein the swap with the substitute advertisement via use of the aggregated information includes redirection of a subscriber who clicks on a ~~an operative~~ link that was present in the original advertisement using a link related to the substitute advertisement.

20. (Original) The apparatus of claim 19 wherein the aggregator sends the information to a unit of the broadcast center to allow the swap to occur prior to transmission to a client terminal.

21. (Original) The apparatus of claim 19 wherein the aggregator sends the information to an opted-in client terminal to allow the swap to occur at the client terminal.

22. (Previously presented) An interactive television system, comprising:
a broadcast center to send a television signal to a client terminal via a first channel of a communication network coupled to the broadcast center, wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal; and

an aggregator communicatively coupled to a broadcast center of an interactive television system, the aggregator capable of aggregating at least some information related to a second advertisement, the aggregator further capable of sending at least some of the aggregated information to cause a swap of the second advertisement in place of the first advertisement if a subscriber has opted-in by specific request to receive substitute advertisement services,

wherein the swap of the second advertisement includes redirection of a subscriber who clicks on an operative link that was present in the first advertisement using a link related to the second advertisement.

23. (Previously presented) The system of claim 22 wherein the information aggregated by the aggregator includes trigger information provided by a third-party entity.

24. (Original) The system of claim 22, further comprising a unit disposed at the broadcast center to switch an output feed of the broadcast center from the first channel to a second channel that carries the substitute advertisement.

25. (Original) The system of claim 22, further comprising a unit disposed at the broadcast center to override the first advertisement with the second advertisement for the television signal carried on the first channel.

26. (Previously presented) The system of claim 22 wherein the broadcast center is capable of sending a command to a client terminal to opt-in the client terminal when the subscriber is identified in a database of subscribers who have opted-in to receive substitute advertisement services.

27. (Currently Amended) A method, comprising:

sending one or more television signals to a client terminal via a first channel of a communication network, wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal, wherein the information associated with the first advertisement is sent to the client terminal along with the television signal;

aggregating information related to a second advertisement;

sending at least some of the aggregated information related to the second advertisement to the client terminal via a second channel of the communication network;

correlating the information related to the first advertisement with the information related to the second advertisement; and

~~if there is a match in the correlated information,~~ swapping the first advertisement with the second advertisement if a subscriber has affirmatively elected to receive substitute advertisement services and if there is a match in the correlated information, including presenting ~~operative~~ link information associated with the first advertisement to the subscriber and upon subscriber activation of the link information, redirecting the subscriber according to link information associated with the second advertisement.

28. (Original) The method of claim 27 wherein swapping the first advertisement with the second advertisement if there is a match in the correlated information further includes tuning the client terminal from the first channel to another channel where the second advertisement is carried.

29. (Previously presented) An interactive television system, comprising:

a broadcast center to send a television signal to a client terminal via a first channel of a communication network coupled to the broadcast center, wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal;

an aggregator communicatively coupled to a broadcast center of an interactive television system, the aggregator capable of aggregating at least some information related to a second advertisement, the aggregator further capable of sending at least some of the aggregated information to cause a swap of the second advertisement in place of first advertisement, wherein the swap of the second advertisement includes a presentation of operative link information associated with the first advertisement to the subscriber and upon subscriber activation of the link information, redirection of the subscriber according to link information associated with the second advertisement; and

a unit disposed at the broadcast center to receive the aggregated information from the aggregator and, based on the received aggregated information, to switch an output feed of the broadcast center to provide the second advertisement to a client terminal.

30. (Previous presented) The system of claim 29 wherein the unit is capable of switching the output feed of the broadcast center via a switch to a channel that carries the substitute advertisement, the unit further capable of sending a command to the client terminal to tune to the channel that carries the substitute advertisement.

31. (Previous presented) The system of claim 29 wherein the unit is capable of switching the output feed of the broadcast center via an override of the first advertisement in the television signal with the second advertisement and to send the second advertisement with the television signal on the first channel.

32. (Currently Amended) A method, comprising:

sending one or more television signals to a client terminal via a first channel of a communication network having a plurality of different channels, wherein prior to being sent to the client terminal, the television signal includes information related to a first advertisement present in the television signal, the information capable of identifying the first advertisement and of demarcating the beginning and ending locations of the first advertisement in the television signal;

aggregating information related to a second advertisement, the aggregated information including information indicative of one or more first advertisements for which the second advertisement is to be swapped;

correlating the information related to the first advertisement with the information related to the second advertisement to determine if the first advertisement is to be swapped with the second advertisement; and

swapping the first advertisement with the second advertisement if a subscriber has individually opted in to receive substitute advertisement services and if the correlated information determines that a swap is appropriate, including replacing ~~presenting~~ link information associated with the first advertisement with link information associated with the second advertisement by to ~~the subscriber, wherein the link information resolves to a registered domain, and~~ redirecting the subscriber according to the link information associated with the second advertisement, wherein the second advertisement is swapped for the first advertisement during a time period substantially corresponding to the beginning and ending locations of the first advertisement.

33. (Currently Amended) The method of claim 32 wherein replacing the link information associated with the first advertisement with the link information associated with the second advertisement including presenting the link information associated with the first advertisement to the subscriber ~~includes an address~~ and upon subscriber activation thereof ~~selection of the address~~, redirecting the subscriber according to the link information associated with the second advertisement.

34. (Previously presented) The method of claim 32 wherein replacing the link information associated with the first advertisement with the link information associated to the second advertisement includes redirecting the subscriber to an address associated with the second advertisement.